

A COMPARISON OF MALL SHOPPING BEHAVIOR BETWEEN
HISPANIC-AMERICANS AND ANGLO-AMERICANS

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The population percentage, population growth, buying power, and geographic concentration of Hispanic-Americans in the United States is causing marketers and retailers to carefully examine this market segment. Through a better understanding of Hispanic-American consumers, marketers and retailers will be more capable of meeting their wants and needs. Tailoring marketing promotions and strategies can help a company more effectively reach the Hispanic-American market.

This study compared Hispanic-Americans and Anglo-Americans in their general shopping characteristics, responses to excitement in the mall, consumption patterns, and repatronage intention. A total of seven hypotheses were developed, all of which were either supported or partially supported.

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CHAPTER 1

INTRODUCTION

Statement of Problem

It has been argued that in the United States there are too many retailers and stores for consumers to choose from. It was only about a decade ago that the amount of retail space available in the United States lingered at about 10 square feet per person. By 1997, that number almost doubled to 19 square feet of retail space per person. The extensive number of mall choices is only one problem facing retailers today. The homogenous nature among shopping malls is another problem that mall owners must address (Wakefield & Baker, 1998). The thought is that America is not suffering from too many retail choices but, rather that available retailers and shopping centers are too similar to one another (Langdon, 2000).

In response to this problem, retailers are creating ways to stand apart from other shopping centers. The main tactic being used is incorporating entertainment into the shopping experience. Entertainment can come in various forms, such as movie theatres, ice rinks, and theme restaurants. Other shopping malls are reverting to traditional street-front shopping center designs. The open-air concept is attractive to shoppers because its traditional design is a break away from the normal shopping mall design (McCloud, 2000).

Historically, retailers have placed the majority of their marketing strategies and advertising on the Anglo-American consumer (Herbig & Yelkur, 1998). Even when businesses finally began to recognize that minority markets were in fact viable, marketers and retailers treated these ethnic groups in a similar fashion as Anglo-Americans. Successful marketing campaigns merely had their language and personalities altered for the intended ethnic market that companies were trying to reach. Marketing strategies aimed at the Hispanic consumer consisted of little more than translating commercials and print into Spanish. It was a common practice to simply treat ethnic markets as extensions of the Anglo-American market (Herbig & Yelkur, 1997). The idea was that of mass marketing, which treated the marketplace as one homogenous group. The melting pot theory of assimilation was the foundation of the mass marketing concept. Through assimilation, it was believed that ethnic groups would ultimately blend in with the Anglo-American way of life, thus becoming part of the mass market (Berman, 1991).

Today marketers are focusing in a different direction through a concept known as “demassification.” Demassification is the marketers’ response to an ever-diverse America (Berman, 1991). The shift is towards recognition of the importance in changing the retail mix and marketing strategies to better meet the needs and wants of minority markets (Doocey, 1993). Through the demassification process target markets are defined through characteristics such as age, sex, socioeconomic levels, and/or ethnicity (Berman, 1991).

The reason for this change includes the fact that the white majority has been experiencing a steady reduction in population percentage. Researchers determined

through the 2000 Census that whites were the majority in 52 of the 100 largest U.S. cities, down from 71 of the top 100 U.S. cities in 1990. At the same time, the number of ethnic minorities continues to rise dramatically (Phillips, 1997). For example, California is experiencing a significant change in its ethnic composition. Hispanic-Americans, Asians, and African-Americans now exceed 50% of the population in that state (Gitlin, 2000). Also, according to the U.S. Census Bureau, Hispanic-Americans will be the largest minority in the United States by the year 2005 (Lannert, 1999).

The Hispanic-American market has received much attention from marketers in recent years. With its extensive growth, this ethnic market is making it necessary for companies to offer an assortment of products and services that will appeal to Hispanic-Americans (Herbig and Yelkur, 1997). The Hispanic population accounts for approximately 13% of the U.S. population, or just over 35 million people (Cassidy, 2001). The 2000 Census reported a 58% increase in the Hispanic population over the 1990 Census. The numbers indicate that Hispanic-Americans are on the verge of becoming the nation's largest minority group, surpassing African-Americans (Barone, Tharp, & Brenna, 2001).

The growing Hispanic population is due to several factors. Hispanic women have the highest fertility rate among all ethnic groups. They average about 3 births each compared to 1.7 births for Anglo-Americans. Also, the median age of Hispanic-Americans is much lower than that of non-Hispanics (Herbig & Yelkur, 1997). By 2010, the Hispanic population is expected to grow to 42.6 million (Crispell, 1997). In the

next decade, it is forecasted that the Hispanic population will experience another 35% growth (Wentz, 2001).

Also, of major interest to marketers is Hispanic-Americans' rising purchasing power. Hispanic-Americans account for \$428 billion in spending per year (Whitefield, 2001). Nicholls and Roslow (1995) found that Hispanic-Americans spent more money while shopping, with 43% spending \$50 or more compared to 32.7% of non-Hispanics who spent the same amount (Nicholls & Roslow, 1995). Crispell (1997) found that Hispanic-American window shoppers were more likely to make a purchase.

The geographical concentration of the Hispanic market also creates a real opportunity for marketers. Hispanic-Americans tend to be more concentrated in urban areas, with an estimated 88% of Hispanic-Americans live in metropolitan areas, compared to 75% of the total population. Furthermore, 61% of the Hispanic-American population lives in the 50 largest metropolitan areas (Herbig & Yelkur, 1997). Between 1995 and 2025, it is projected that the number of Anglo-Americans in Texas will increase by 1.6 million, while Hispanic-Americans will increase by 5.1 million. For the same time period, growth projections in Florida for Anglo-Americans is 2.2 million and for Hispanic-Americans, 3.0 million. California should expect a decrease in the Anglo-American population while the Hispanic-American population is estimated to grow by 12 million. New York should also expect a decrease in the White population and an increase of 1.8 million in the Hispanic-American population (<http://www.census.gov>). Currently,

the top three cities with the largest Hispanic-American populations are Los Angeles, New York, and Miami (Bachman, 2001).

Rationale

The amount of retail space in America has grown dramatically in that past decade, thus posing a problem for retailers in attracting consumers to their particular shopping mall location. In addition to the vast number of malls in the United States, another problem facing retailers is the issue of shopping centers that offer little variety among one another. Building entertainment into the shopping experience is a tactic being used to attract shoppers.

Properly understanding the differences between the Hispanic-American market and Anglo-American market can be financially beneficial to businesses. Not only is it critical to understand aspects such as population percentage, population growth, buying power, and geographic concentration, all of which make the Hispanic population attractive to retailers, but it is necessary to understand consumption patterns that set this ethnic market apart from the majority consumer group.

Tailoring marketing promotions and strategies can help a company more effectively reach unique ethnic markets. Hispanic-Americans' wants and needs, which were previously overlooked, is now an integral part of the marketing strategy (Herbig & Yelkur, 1997). Understanding shopping behavior of Hispanic-Americans will help to further understand this group as consumers. Through a better understanding of this ethnic segment, marketers and retailers will be more capable of meeting their wants and needs.

Purpose of the Study

The purpose of this study is to compare two ethnic groups, Hispanic-Americans and Anglo-Americans, in responses to excitement in the mall and the impact these responses have on their consumption patterns. More specifically, this study will determine how general shopping characteristics will affect consumers' responses to excitement available in shopping malls. Also, this study will determine how the consumers' responses to excitement available in the mall will affect their consumption patterns. The consumption patterns include amount of money spent at the mall and impulse purchases made. Finally, the study will determine the effects the consumption patterns have on repatronage intention.

Assumptions

The research study is based on the acceptance of the following assumptions:

1. Participants could understand and accurately interpret the survey questions.
2. Participants provided their truthful opinions.

Limitations

The scope of this study is limited by the following factors:

1. The study is based on shoppers of two particular shopping malls. One is located in a North Texas city another in a South Texas city.
2. The shopping malls in the study are destination malls. They attract consumers from a larger geographical area than an ordinary local shopping mall.

3. The excitement aspects are limited to those available at these particular shopping malls.

Operational Definitions

The following terms will be used extensively throughout the study:

Hispanic-Americans. United States resident of Spanish ancestry

(<http://www.census.gov>).

Anglo-Americans. United States residents of European origin or descent

(<http://www.brittanica.com>).

Shopping enjoyment. Pleasure or satisfaction received from visiting stores to purchase or browse merchandise (Beatty & Ferrell, 1998). Example statements included: “Shopping is a way I like to spend my leisure time” and “Shopping is one of my favorite activities.”

Time available. The amount of time the consumer feels he or she has available on a specific shopping trip (Beatty & Ferrell, 1998). Example statements included: “I feel pressured to complete my shopping quickly” and “I usually have as much time as I need to complete my shopping.”

Money available. The amount of money the individual feels he or she has to spend on a specific shopping trip (Beatty & Ferrell, 1998). Example statements included: “I feel that I have extra money to splurge a little on shopping” and “I do not feel I can afford to make any unplanned purchases.”

Compulsive shopping. Constant, repetitive buying that is a response to negative emotions or occurrences (Faber & O’Guinn, 1992); Sample statements included: “I have bought myself something in order to make myself feel better” and “If I have any money left at the end of the pay period, I just have to spend it.”

Responses to excitement. Responses to positive emotions consisting of pleasure and satisfaction (Wakefield & Baker, 1998). Sample statements included: “This mall is exciting,” and “I find this mall to be interesting.”

Impulse buying. A sudden purchase that was unplanned and that takes place spontaneously (Beatty & Ferrell, 1998). Example statements included: “As I was shopping, I bought things that I did not intend to purchase” and “I made unplanned purchases while shopping today.”

Repatronage intention. The original measurement used was a bipolar scale that listed four sets of items. Example items included: “Not at all” – “Very frequently” and “Unlikely – Likely.” For this study, repatronage intention was measured with one statement, “Within the next 3 months, it is very likely that I will shop at this mall again” (Wakefield & Baker, 1998).

CHAPTER 2

LITERATURE REVIEW

The purpose of this study is to compare two ethnic groups, Hispanic-Americans and Anglo-Americans, in terms of general shopping characteristics, their responses to excitement in a shopping mall, the consumption patterns, and repatronage intention. This study's intent is to determine how ethnicity affects the general shopping characteristics and whether these characteristics in turn affect the consumers' response to excitement in the mall. The research study will also attempt to determine whether the responses to excitement at the shopping mall ultimately affect the consumers' consumption patterns. The consumption patterns include money spent at the mall and impulse purchases made. Finally, the study aims to determine if consumption patterns affect repatronage intention. This section includes pertinent information concerning: (a) Theoretical Framework, (b) Hispanic-Americans as Consumers, (c) Time-Conscious Consumers, (d) Value-Conscious Consumers, (e) Shopping Enjoyment, (f) Compulsive Shopping, (g) Excitement at the Mall, (h) Mall Consumption Patterns, and (h) Repatronage Intention.

Theoretical Framework

The framework for this study is a modification of the model developed by Beatty and Ferrell (1998). The model was used in their research as an examination of impulse buying behavior in relation to in-store browsing and urges to make impulse purchases. Factors such as time available, money available, shopping enjoyment, and impulse buying tendency were used to predict in-store browsing and positive/negative affect.

These factors, in turn, were used to explain the consumer's urge to make an impulse purchase.

Ethnicity is added to Beatty and Ferrell's (1998) model for this study since differences exist between Hispanic-American consumers and Anglo-American consumers. Ethnic differences will impact general shopping characteristics. The model also illustrates that these four factors will have an effect on the consumer's responses to excitement in the mall. The intent of the study is to determine if a shopper's response to mall excitement affects his/her consumption patterns. The consumption pattern includes money spent and impulse purchases made. The model also illustrates that consumption patterns will affect the consumers' repatronage intention.

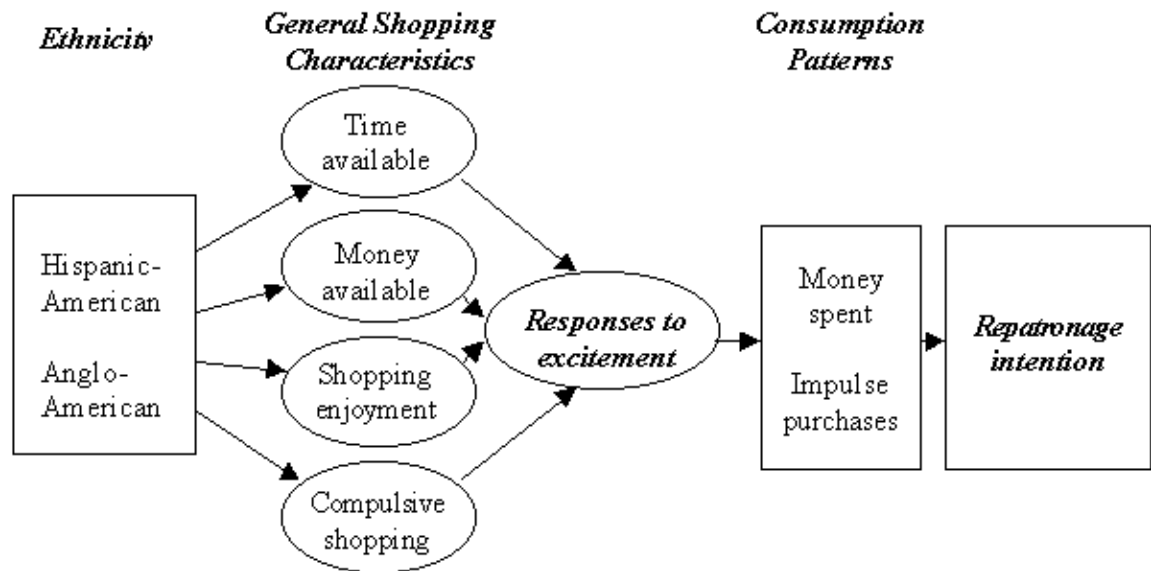


Figure 1
The Research Model

Hispanic-Americans as Consumers

Hispanic-Americans are becoming more significant in both their population size and their share of consumer spending (Paulin, 1998). The current U.S. Census figures prove that the Hispanic population is growing at an impressive rate. The numbers indicate that Hispanic-Americans are on the verge of becoming the nation's largest minority group, exceeding African-Americans (Barone, Tharp, & Brenna, 2001). By 2010, the Hispanic population is expected to grow to 42.6 million (Crispell, 1997).

One reason for the rapid growth of the Hispanic-American population is that Hispanic families tend to be larger than non-Hispanic households, with 3.8 people per household. The Hispanic population is also younger than any other ethnic group in the United States. The U.S. Census states that 35% of Hispanic-Americans are 18 years or younger compared to 25.7% of the total population. The median age of Hispanic-Americans is 25.9 as opposed to 35.3 for the national average (Cassidy, 2001).

Besides the population growth of Hispanic-Americans, a notable portion of the Hispanic community has moved from middle-class incomes to affluence (Herbig & Yelkur, 1997). Hispanic-Americans currently account for approximately 6% of total buying in the U.S. The buying power of Hispanic-Americans has now reached an estimated \$428.3 billion (Whitefield, 2001).

Previous researchers (e.g., Herbig & Yelkur, 1997) have found that the Hispanic-American family tends to spend more of its disposable income on well-known brands and demonstrate more brand loyalty as a consumer group. Kim and Kang-Park (1995) reiterates this notion by stating that well-known brands and companies are important to

Hispanic-Americans when shopping for clothing. They look for quality first, followed by durability, and then price (Herbig & Yelkur, 1997).

Also, Nicholls and Roslow (1995) found that Hispanic-Americans spent more money while shopping. Approximately 43% of Hispanic-Americans spend \$50 or more compared to 32.7% of non-Hispanic-Americans who spend the same amount. A separate study found that Hispanic-Americans are more likely to make a purchase even when just browsing (Crispell, 1997).

Hispanic-Americans also hold more positive attitudes towards shopping malls and are usually more fashion-conscious than other ethnic groups. Eastlick and Shim (1995) also found that Hispanic-Americans value excitement in the mall more than other ethnic groups. Hispanic-Americans are also more likely than any other ethnic group to go shopping with a companion. This may be due to the fact that the Hispanic family spends more time at the mall than the non-Hispanic family does (Crispell, 1997).

Time-Conscious Consumers

Given the shift in American families towards a dual-income household and the growing number of single-parent households, consumers are encountering increased time pressures. As a result of these time shortages, consumers are seeking to maximize their time usage with respect to various areas of their lives, including shopping (Herrington & Capella, 1995).

It is essential for retailers to understand what effects time constraints have on consumers and the amount of mall shopping they engage in. Since time is now a highly sought-after resource, it is critical that retailers attempt to create methods to maximize the use of consumers' time when shopping at the mall (Herrington & Capella, 1995). Today,

consumers are looking for ways to minimize the time they have to spend shopping. It can be as simple as providing free gift wrap for patrons or providing ample parking to diminish the amount of time spent searching for a parking space (Nicholls & Roslow, 1997). Research provides support that shoppers functioning under a certain level of time pressure have a tendency to purchase fewer products than initially intended and make fewer impulse purchases (Herrington & Capella, 1995).

Retailers also need to find techniques to generate longer visits by mall shoppers. This can be as simple as providing shoppers with rest areas throughout the mall or providing supervised play areas for their children. Also, excitement aspects may create additional reasons for the mall patron to stay and shop longer (Nicholls & Roslow, 1997).

Nicholls and Roslow (1995) found that Hispanic-Americans spent less time at the mall, with 92% of those surveyed spending less than an hour at the mall compared with 32.8% of non-Hispanics. Still, the same study also found that 43% of Hispanic-Americans spent \$50 or more while shopping compared with 32.7% of non-Hispanics spending the same amount. There exists an opportunity to keep the Hispanic-American shopper at the mall longer. If they spend more time at the mall, they will likely spend more money as well.

Value-Conscious Consumers

At the beginning of the 1990s, consumers began to change their outrageous spending habits that consisted partly of indulging in high-priced brand names that did not always deliver value (Johnson, 1994). The reasons for this shift in spending habits include the recession of the mid-1990s and the corresponding prevalent unemployment problem ("Value-conscious," 1994).

It is interesting to note that value-conscious consumers are not only families on a tight budget. Today's value seekers include middle-class families and even affluent families. Value-conscious consumers include individuals from across socio-economic levels ("Value-conscious," 1994). These value-conscious consumers look for certain factors when making a purchase, such as competitive price and high quality of the product. Both of these factors combine to create value, a commodity that consumers are in search of (Johnson, 1994). Today, shoppers are looking for more than a low price when shopping. Marketers and retailers should emphasize the benefits that consumers gain from acquiring a product as opposed to simply stressing the monetary cost of the product (Morgan, 1994).

Mall owners and managers need to provide shoppers with stores that cut across various price points. Consumers are seeking variety in tenant choice and price levels. Shoppers are making purchase from both high-end specialty shops as well as discount chains (Gentry, 2000).

Eastlick and Shim (1995) found that price-consciousness was a common characteristic among Hispanic-American shoppers. Yet it was also noted by Herbig and Yelkur (1997) that Hispanic-Americans are more concerned with quality products and are willing to pay more for them.

Shopping Enjoyment

The level of shopping enjoyment experienced varies by individual. Consumers have different reasons for shopping at malls. Mall shopping enjoyment can be affected by several aspects, such as location, atmosphere, tenant mix, and promotions within the mall.

Shim and Eastlick (1998) concluded that there are several reasons why patrons visit a mall other than for simply purchasing products or services. For instance, some individuals visit malls to seek the company of other people present. That is, consumers may be seeking a form of socialization by visiting a shopping mall. The opportunity to socialize with others is rewarding to these individuals. Some consumers may enjoy being seen shopping in exclusive stores. For the person seeking self-actualization, the shopping mall serves as a means of gaining respect, reaching self-fulfillment, and creating a sense of accomplishment. Other consumers may enjoy shopping simply as a form of entertainment. These individuals enjoy shopping solely for the purpose of acquiring new products and services (Shim & Eastlick, 1998).

Past research shows that Hispanic-Americans are more enthusiastic about shopping, evidenced by visiting more stores, consuming more food and beverage while at the mall, and spending more money than non-Hispanics (Nicholls & Roslow, 1995). Kim and Kang-Park's (1995) study determined that Hispanic-Americans were mall shoppers and enchanted shoppers. That is, this ethnic group enjoyed shopping in malls and considered shopping a pleasant activity.

Compulsive Shopping

Although viewed negatively by society in general, compulsive shoppers are of interest to retailers because they can be quite profitable for businesses (Roberts, 1998). Compulsive buying carries a negative connotation that can be described as "chronic, repetitive purchasing that becomes a primary response to negative events or feelings" (O'Guinn & Faber, 1992, p. 459). The level of compulsive shopping exhibited by a person can vary by the amount of time the person spends at the shopping mall. Frequency

of mall visits positively affects the amount of compulsive shopping engaged in. In other words, compulsive shopping increases as the level of exposure to products and services increases (Roberts, 1998).

It is also of interest to the retailer to determine the level at which compulsive buyers consider the act of mere shopping as a form of excitement. By learning this, retailers can continue to capture the compulsive shopper and devise new methods of providing excitement that will keep the compulsive buyer at the shopping mall longer (Roberts, 1998).

Excitement at the Mall

According to past research studies, general shopping characteristics can affect shoppers' responses to excitement. Beatty and Ferrell (1998) found that positive affect was affected by levels of shopping enjoyment and money available for shopping. Wakefield and Baker (1998) also found that shopping enjoyment positively affected excitement. Individuals who spent more time and money while shopping were also found to enjoy the mall more than those who shopped quickly and spent less money (Nicholls & Roslow, 1995).

In an attempt to increase consumers' levels of shopping enjoyment, mall owners and managers are implementing entertainment as part of the shopping mall environment (Chambliss, 2000). Factors that constitute mall entertainment include tenant variety, mall environment, and other traditional entertainment channels, such as movie theatres, video arcades, and skating rinks (Wakefield & Baker, 1998). These entertainment channels may also influence the shopper to spend more time visiting the mall.

Mall managers have also increased the type of entertainment available at shopping malls. Today's consumer can do more than just shop at a mall. Shoppers can decide to watch a movie at movie theatres boasting 30 screens or more or they can opt to take the children for a quick skate around the ice rink. Some malls accommodate museums into their space, such as The Citadel mall in Colorado, which is the home to the Children's Museum (Nesbitt, 2001). All these amenities have been added to the mall in the hope of attracting the consumer to visit the mall for reasons other than just shopping.

Another strategy implemented by shopping malls to increase the amount of time spent in the mall, and ultimately increase shopping excitement, has been to provide shoppers with a unique dining experience (Emmons, 1999). Malls provide food courts that are designed to hold the shoppers' interest, to amuse, and to provide a reason to sit a bit longer. Attractive ambiance, music, televisions, and comfortable seating are ways that food courts are designed to provide the shopper with a place to eat, as well as a means of entertainment.

Mall Consumption Patterns

Mall consumption patterns, including money spent on shopping and impulse purchasing, are affected by several different characteristics, including ethnicity, shopping enjoyment, and amount of time and money spent shopping. Nicholls and Roslow (1995) found that Hispanic-Americans spent more money on shopping than non-Hispanics. Eastlick and Shim (1995) also concluded that Hispanic-Americans shopped more frequently at shopping malls than Anglo-Americans did. Nichols, Roslow, and Dubish (1998) found that those individuals who spent more time shopping also resulted in

spending more money. Beatty and Ferrell (1998) found that consumers' perception of money available positively influenced amount of impulse purchasing.

Repatronage Intention

Wakefield and Baker (1998) found that there are certain variables that affect consumers' desire to stay at the mall. The study found that desire to stay was most strongly influenced by a variety of stores available at the mall. The second most influential factor was mall environment which included factors such as architectural design, mall layout, music, and décor. Understanding the effect of these two factors on desire to stay at the mall is important. Retailers should understand that the longer a shopper spends at the mall, the more likely they are to increase their level of spending and shopping enjoyment.

Excitement at the mall also had a strong influence on mall repatronage intentions. When a mall is exciting, it is much more likely that consumers will return to the mall (Wakefield & Baker, 1998). The same study also found that shopping involvement directly affected mall repatronage. Those consumers who displayed higher levels of shopping enjoyment were more likely to return to the mall.

Summary

This review of literature has indicated the growing economic importance of Hispanic-Americans due to such reasons as a 58% population increase since the 1990s (Barone, et al., 2001) and their increasing buying power (Herbig & Yelkur, 1997). Also Herbig and Yelkur (1998) found that Hispanic-Americans are more willing to spend money on well-known brands and are more brand loyal than other ethnic groups.

It has been found that due to time constraints, more consumers are seeking techniques to help make the most of their time (Herrington & Capella, 1995). This is important for the retailer to understand because they are able to attract more shoppers if they offer them ways to use their time more efficiently. Beatty and Ferrell (1998) found that lack of time negatively affected shoppers' moods. Retailers should strive to create ways to help shoppers make efficient use of their time in order to make them feel more content during their shopping trip.

Nowadays consumers are looking for more than just a good price or quality. Instead, shoppers are looking for value, a combination of high quality and low price. Retailers need to emphasize the benefits consumers may receive from owning a product. Promoting a low price is not enough (Morgan, 1994).

Shopping enjoyment can be fueled by the mere enjoyment in shopping for and acquiring new products and services. It can also be explained by the fact that some individuals enjoy the chance to socialize with others while shopping at malls. Some individuals view shopping as a means of gaining respect and feeling a sense of accomplishment (Shim & Eastlick, 1998)

Roberts (1998) found that the amount of time a shopper spends at the mall directly affects their level of compulsive shopping. Retailers should attempt to keep the compulsive shopper in stores longer by finding new ways to entertain them. The longer the compulsive shopper stays in the mall, the more purchases they are likely to make.

Excitement in the mall has been of recent interest to retailers in their efforts to gain new customers and keep existing ones. Factors that fall into the category of excitement include movie theatres, video arcades, skating rinks, theme restaurants, and a

wide variety of tenants. All of the aforementioned components need to be part of a mall's excitement in order for it to successfully compete in such a homogenous market (Wakefield & Baker, 1998). One study showed that excitement at the mall had the strongest influence on mall repatronage intentions. An exciting mall is more likely to keep shoppers returning again and again (Wakefield & Baker, 1998).

Table 1 illustrates that aspects such as tenant variety, mall environment, and shopping involvement have a positive effect on responses to excitement. It also shows that money available affects impulse purchasing. This table demonstrates that Hispanic-American consumers differ from Anglo-American consumers in several aspects including displaying a better response to excitement in the mall and spending more time on shopping trips. Table 1 also illustrates that Hispanic-American shoppers are value-conscious, enjoy shopping more than Anglo-Americans, and view shopping as a recreational activity.

Table 1
Major Findings on Shopping Behavior

Authors (Date)	Sample	Ethnic Group	General Shopping Characteristics	Significant Variables	
				Responses to Excitement	Consumption Patterns
Wakefield & Baker (1998)	438 mall shoppers	General consumer groups		Tenant variety (+) Mall environment (+) Shopping involvement (+)	
Kim & Kang-Park (1995)	840 consumers in Los Angeles, New York, and Chicago	Anglo-Americans African-Americans Hispanic-Americans Chinese-Americans Japanese-Americans Korean-Americans	Economic shoppers Shopping enchanted		
Donthu & Cherian (1994)	240 consumers nationwide	Hispanic-Americans	Value-conscious		

(+) denotes a positive relationship

Table 1 (continued)
Major Findings on Shopping Behavior

Authors (Date)	Sample	Ethnic Group	General Shopping Characteristics	Significant Variables	
				Responses to Excitement	Consumption Patterns
Beatty & Ferrell (1998)	533 mall shoppers	General consumer groups	Shopping enjoyment Time available Money Available		Impulse buying (+)
Shim & Gehrt (1996)	1,846 high school students in Southwest state	Anglo-Americans Hispanic-Americans Native Americans	Recreational		Impulsive (+)
Eastlick & Shim (1995)	557 consumers in metropolitan areas	Anglo-Americans Hispanic-Americans		Exciting atmosphere (+)	
Herche & Balasubramanian (1995)	491 consumers nationwide	African-Americans Hispanic-Americans Chinese Japanese Italians Koreans	Shopping enjoyment		

(+) denotes a positive relationship

CHAPTER 3

METHODOLOGY

The purpose of this study is to investigate how ethnicity affects consumers' consumption pattern. The study will attempt to explain how general shopping characteristics affect consumers' responses to excitement offered by shopping malls. The survey is developed to measure responses to excitement in the mall and the impact of these responses on the consumption patterns which include amount of money spent at the shopping mall, amount of impulse purchases made at the shopping mall, and repatronage intention. This chapter includes sections on hypotheses, research design, instrument, population and sample, data collection, and data analysis.

Hypotheses

Based on the purpose of this research study and relevant findings in the past literature, the following hypotheses were formulated:

H₁: Hispanic-American consumers differ from Anglo-American consumers in terms of general shopping characteristics.

H₂: Hispanic-American consumers differ from Anglo-American consumers in their responses to excitement.

H₃: Hispanic-American consumers differ from Anglo-American consumers in their consumption pattern in terms of:

(a) the amount of money spent at the mall, and

(b) the amount of impulse purchases made at the mall.

H₄: Hispanic-American consumers differ from Anglo-American consumers in their repatronage intention.

H₅: Ethnicity and general shopping characteristics affect responses to excitement at the mall.

H₆: Responses to excitement at the mall affect consumption patterns in terms of:

(a) money spent and

(b) impulse purchasing.

H₇: Consumption patterns (money spent and impulse purchasing) affect repatronage intention.

Research Design

Variables Studied

For hypothesis 1, the independent variable was ethnicity while the dependent variables were general shopping characteristics.

Hypothesis 2 also had ethnicity as the independent variable. The dependent variable was responses to excitement.

For hypothesis 3, ethnicity served as the independent variable, while the dependent variable was the consumption patterns. Consumption patterns included money spent and impulse purchases.

In hypothesis 4, ethnicity served as the independent variable while the dependent variable was repatronage intention.

In testing hypothesis 5, ethnicity and general shopping characteristics were the independent variables. The dependent variable was responses to excitement.

Hypothesis 6 used responses to excitement as the independent variable. The dependent variable was consumption patterns that consists of money spent and impulse purchasing.

For hypothesis 7, consumption patterns that consisted of money spent and impulse purchasing served as the independent variable. The dependent variable was repatronage intention.

Instrument

The instrument was developed using questions from several different research studies including Beatty and Ferrell (1998), Faber and O'Guinn (1992), Herrington and Capella (1995), and Wakefield and Baker (1998). The survey developed for this research study measured several aspects such as general shopping characteristics, responses to excitement available at the mall, and consumers' consumption patterns.

Table 2 illustrates the variables used in this study and the type of data collected for each variable.

General Shopping Characteristics

In order to measure general shopping characteristics, statements were taken from a number of past research studies. Statements pertaining to the consumers' amount of time available to shop were taken from Herrington and Capella's (1995) scale which measured shoppers' responses to perceived time pressures. The following four statements were used to measure time-consciousness: "I shop at my leisure," "I must hurry to

Table 2
Summary of Instrument Items by Variable and Type of Data

Variable	Measures	Type of Data
Independent	General shopping characteristics	Interval
Independent/ dependent	Responses to excitement	Interval
Independent/ dependent	Consumptions Patterns: Money spent Impulse purchasing	Ratio Interval
Dependent	Repatronage intention	Interval
Independent	Ethnicity	Nominal
Descriptive	Demographics: Sex Age Number of children under 18 Education Income Residential zip code	Nominal Ratio Ratio Ordinal Ordinal Nominal

complete my shopping on time,” “ I usually have as much time as I need to complete my shopping,” and “I feel pressured to complete my shopping quickly”. Each statement was measured on a 7-point Likert scale ranging from 1 (strongly disagree) to 7 (strongly agree). Data collected were interval data.

Money available for shopping was measured using Beatty and Ferrell’s (1998) scale. The statements included: “I do not feel I can afford to make any unplanned purchases,” “I am on a tight budget,” “I feel that I have extra money to splurge a little on shopping.” A 7-point Likert scale was used, ranging from 1 (strongly disagree) to 7 (strongly agree). The type of data collected for these statements was interval.

Beatty and Ferrell's (1998) scale was also used for statements measuring shopping enjoyment. The following four statements were used: "Shopping is a waste of time," "Shopping is entertaining to me," "Shopping is a way I like to spend my leisure time," and "Shopping is one of my favorite activities." A 7-point Likert scale was also used, ranging from 1 (strongly disagree) to 7 (strongly agree). The data collected were interval.

For compulsive shopping tendencies, Faber and O'Guinn's (1992) scale was employed. Three of six available statements were used, including "If I have any money left at the end of the pay period, I just have to spend it," "I have bought things even though I couldn't afford them," "I have bought myself something in order to make myself feel better," and "I feel others would be horrified if they knew of my spending habits." The three statements used were chosen since they appeared most appropriate in gauging compulsive behavior. All statements were measured on a 7-point Likert scale ranging from 1 (strongly disagree) to 7 (strongly agree). The data collected were interval.

Responses to Excitement

In measuring responses to excitement in the mall, Wakefield and Baker's (1998) scale was used. Wakefield and Baker's (1998) study provides five sets of adjectives ranging from negative to positive (e.g., unexciting – exciting and dull – interesting). For this research study, questions were formulated using the positive adjective of two of these ranges. Statements used were: "This mall is exciting" and "I find this mall to be interesting." A 7-point Likert scale was used ranging from 1 (strongly disagree) to 7 (strongly agree). The type of data collected was interval.

Consumption Patterns

Hours spent and money spent at the mall were measured using multiple choice questions. For hours spent at the mall, respondents answered the question “How much time did you spend at Grapevine Mills today?” Respondents were able to write in the number of hours and minutes they had spent at the mall. Data collected for amount of time spent at the mall were ratio. For the amount of money spent at the mall, respondents answered the question “How much money did you spend at Grapevine Mills today?” Respondents were then able to choose from a range of ten choices, including: (1) \$0-\$25, (2) \$26-\$50, (3) \$51-\$100, (4) \$101-\$150, (5) \$151-\$200, (6) \$201-\$250, (7) \$251-\$300, (8) \$301-\$350, (9) \$351-\$400, and (10) More than \$400. Data collected were also ratio.

Impulse buying was measured using Beatty and Ferrell's (1998) scale. All three statements used in their study were also used for this study. The statements included: “I made unplanned purchases while shopping today,” “It is fun to buy spontaneously at this mall,” and “As I was shopping, I bought things that I did not intend to purchase.” Respondents were asked to measure their level of agreement or disagreement using a 7-point Likert scale, ranging from 1 (strongly disagree) to 7 (strongly agree). The data collected were interval.

Repatronage intention was measured using Wakefield and Baker's (1998) scale, which was adapted from the scale developed by Oliver and Swan (1989). Wakefield and Baker's (1998) study provided four different sets of adjectives pertaining to mall repatronage intention (i.e., unlikely – likely and impossible – very possible). In this study, one question was developed using the positive adjective of one of these ranges. The statement developed was: “Within the next 3 months, it is very likely that I will shop at

this mall again”. A 7-point Likert scale was used ranging from 1 (strongly disagree) to 7 (strongly agree). The data collected for repatronage intention were interval.

Consumer demographic characteristics were measured for gender, age, ethnicity, number of children under 18 in household, education, and income. Respondents were also asked to provide their residential zip code. Gender was measured by asking respondents to choose between male and female. Thus, the type of variable was nominal. The type of data collected for age was ratio. Ethnicity was a nominal variable that was measured using six groups: African-American, Hispanic, Caucasian, Asian or Pacific Islander, Native American, and other. The type of data collected for the number of children under the age of 18 that live in their home was ratio. Education was an ordinal data that were measured using five choices: high school or less, Associate degree, Bachelor’s degree, graduate degree, and other. Income was measured as interval data that consist of six categories: less than \$20,000, \$20,000 - \$39,999, \$40,000 - \$59,999, \$60,000 - \$79,999, \$80,000 - \$99,999, and \$100,000 or more.

Population and Sample

The population consists of all Hispanic-Americans and Anglo-Americans over the age of 18 who have visited a shopping mall before. Due to time and cost restraints, a sample of the population was used for this research study. The sample consisted of shoppers of a shopping mall in a North Texas city and shoppers of a shopping mall in a South Texas city. The respondents were selected from among mall shoppers with special attention given to perceived ethnic identification. The completed data from Hispanic-Americans were 85 and the completed data from Anglo-Americans were 114.

Data Collection

This research study used a mall intercept survey to collect data. Undergraduate and graduate students served as interviewers. Interviewers solicited mall shoppers' participation based on their perception of age (18 years or older) and ethnicity (Hispanic-American or Anglo-American). They were asked to attempt to collect an even distribution of surveys from Hispanic-Americans and Anglo-Americans. Data collection was implemented over a period of three weekends in July 2001. During the first weekend, data collection was performed on both Saturday and Sunday from 1:00 pm to 5:00 pm. After the first weekend of data collection, it was determined that Sundays were not ideal for collecting an acceptable number of surveys. On the following two weekends, data collection was performed only on Saturdays from 1:00 pm to 5:00 pm. In an attempt to secure participation, prospective respondents were offered a choice from a variety of coupons with a value of \$5-\$8 available for restaurants and entertainment outlets inside or near the mall.

Data Analyses

The data collected for this research study was compiled and analyzed using the Statistical Package for the Social Sciences (SPSS). A summary of statistical tests used for data analyses is presented in Table 3.

Descriptive statistics such as frequency distributions and percentages were used to describe the sample. Data reduction was applied to the age variable. On the survey, respondents were able to write in their exact age. Later, age was reduced into seven categories: (1) 18 -21, (2) 22-25, (3) 26-35, (4) 36-45, (5) 46-55, (6) 56-65, and (7) over 65.

Factor Analysis

Factor analysis was used to reduce the general shopping characteristics into factors. Eigen value greater than 1, factor loading of .50 or higher, and Cronbach's alpha higher than .60 were used as the criteria.

Analysis of Variance

Analysis of variance (ANOVA) was used to in testing hypothesis 1, which stated that Hispanic-Americans and Anglo-Americans would differ in terms of general shopping characteristics. In testing hypothesis 1, the three usable factors that emerged from factor analysis, Enchanted Shopper, Compulsive Shopper, and Time-Conscious Shopper, were used. Hypothesis 2 was also tested using ANOVA to determine if Hispanic-Americans differed from Anglo-Americans in terms of responses to excitement. For hypothesis 3, ANOVA was used to compare Hispanic-Americans and Anglo-Americans in terms of their consumption patterns, including money spent and impulse purchasing. Hypothesis 4 was tested to determine if the two ethnic groups differed in terms of repatronage intention.

Regression Analyses

Regression analyses were used to test hypotheses 5, 6, and 7. For testing hypothesis 5, ethnicity and the factors of general shopping characteristics were the predictors, while the dependent variable was responses to excitement. Ethnicity, a categorical variable, was entered as a dummy variable (0 = Anglo-American and 1 = Hispanic-American). For hypothesis 6, responses to excitement was the predictor and the dependent variable was consumption pattern, including money spent and impulse purchasing. Finally, for hypothesis 7, consumption pattern, consisting of money spent

Table 3
Summary of Statistical Tests Used for Data Analyses

Independent Variables	Dependent Variables	Statistical Procedures
Demographic characteristics		Descriptive
General shopping characteristics		Factor analysis
Ethnicity	General shopping characteristics Responses to excitement Money spent Impulse purchasing Repatronage intention	ANOVA
General shopping characteristics factors	Responses to excitement	Regression
Responses to excitement	Consumption Patterns	Regression
Consumption Patterns	Repatronage Intention	Regression

and impulse purchasing, served as the predictors and the dependent variable was repatronage intention. The significance was determined at the .1 level instead of the .05 level due to the relatively small sample size.

CHAPTER 4

RESULTS

The goal of this study is to determine if ethnicity affects consumers' general shopping characteristics, responses to excitement, consumption patterns, and repatronage intention. Also, the study aims to establish the effects responses to excitement have on the consumption patterns, as well as the effect the consumption patterns have on repatronage intention. This chapter includes sections on demographic characteristics of the sample, factor analysis, analysis of variance, and regression analysis.

Demographic Characteristics

A demographic profile of the respondents is summarized in Table 4. The table indicates that 42.7% of the respondents were Hispanic-American, while 57.3% were Anglo-American. A total of 43.7% of respondents were male, while 56.3% were female. The age of the respondents varied with 16.2% of respondents between the ages of 18 and 21; 20.6% between the ages of 22 and 25; 33.7% between the ages of 26 and 35; 15.6% between the ages of 36 and 45; 12.1% between the ages of 46 and 55; 1.0% between the ages of 56 and 65; and another 1.0% over the age of 65. Almost half of all respondents, 42.2 percent, indicated they had no children under the age of 18 living in their household, while another 37.2% stating they had 1 or 2 children under the age of 18 living in their household. A total of 33.7% of respondents indicated their highest level of education

Table 4
Demographic Characteristics of Sample

Variable	Frequency (n = 199)	Percent
<i>Ethnicity</i>		
Hispanic-American	85	42.7
Anglo-American	114	57.3
<i>Gender</i>		
Male	87	43.7
Female	112	56.3
<i>Age</i>		
18-21	32	16.1
22-25	41	20.6
26-35	67	33.7
36-45	31	15.6
46-55	24	12.1
56-65	2	1.0
Over 65	2	1.0
<i>Number of children under 18 in household</i>		
0	84	42.2
1	37	18.6
2	37	18.6
3	13	6.5
4	8	4.0
9	2	1.0
<i>Education level</i>		
High school or less	67	33.7
Associate degree	30	15.1
Bachelor's degree	58	29.1
Graduate degree	25	12.6
Other	16	8.0
<i>Income level</i>		
Less than \$20,000	30	15.1
\$20,000 - \$39,999	47	23.6
\$40,000 - \$59,999	41	20.6
\$60,000 - \$79,999	24	12.1
\$80,000 - \$99,999	18	9.0
\$100,000 or more	32	16.1

completed as high school or less, 15.1% completed their Associate degree, 29.1% completed their Bachelor's degree, and 12.6% had completed their graduate degree. For income level, 15.1% of respondents indicated earning less than \$20,000; 23.6% earned

between \$20,000 and \$39,999; 20.6% earned between \$40,000 and \$59,999; 12.1% earned between \$60,000 and \$79,999; 9.0% earned between \$80,000 and \$99,999; and 16.1% earned \$100,000 or more

Factor Analysis

General Shopping Characteristics

A factor analysis was performed on the 15 individual variables which made up the general shopping characteristics. As summarized in Table 5, the variables loaded on four separate factors with eigen values greater than 1, which together explained 59.60 of the variance. Factor loadings ranged from 0.44 to 0.82.

Factor 1, Enchanted Shopper, was composed of five variables including: “I shop at my leisure,” “Shopping is entertaining to me,” “Shopping is a way I like to spend my leisure time,” “Shopping is one of my favorite activities,” and “I feel I have extra money to splurge a little on shopping.” The Cronbach’s alpha for factor 1 was 0.78.

Factor 2, Compulsive Shopper, also consisted of five different variables. They included: “If I have any money left at the end of the pay period, I just have to spend it,” “I have bought things even though I couldn't afford them,” “I have bought myself something in order to make myself feel better,” “I am on a tight budget” (reversed score), and “I feel others would be horrified if they knew of my spending habits.” The Cronbach’s alpha for factor 2 was 0.72.

Factor 3, Time-Conscious Shopper, consisted of two variables including: “I must hurry to complete my shopping on time” and “I feel pressured to complete my shopping on time.” Both of the variables had their scores reversed. The Cronbach’s alpha value for factor 3 was 0.68.

Factor 4 consisted of two variables, including: “I do not feel I can afford to make any unplanned purchases” and “Shopping is a waste of time”, both which had reversed scores. However, this factor was excluded from further analyses due to low Cronbach’s alpha ($\alpha = .29$).

The original four factors derived from the literature (Beatty & Ferrell, 1998; and Faber & O’Guinn, 1992) were time available, money available, shopping enjoyment, and compulsive buying. For time available, the original factor contained four variables, including: “I shop at my leisure,” “I must hurry to complete my shopping on time” (reversed score), “I feel pressured to complete my shopping on time” (reversed score), and “I usually have enough time to complete my shopping on time.” For money available, the original variables were “I do not feel I can afford to make any unplanned purchases” (reversed score), “I am on a tight budget” (reversed score), and “I feel that I have extra money to splurge a little on shopping.” Shopping enjoyment originally consisted of the following four variables: “The original factor for Enchanted Shopper consisted of four variables, including “Shopping is a waste of time” (reversed score), “Shopping is entertaining to me,” “Shopping is a way I like to spend my leisure time,” and “Shopping is one of my favorite activities.” Compulsive buying originally consisted of four variables: “If I have any money left at the end of the pay period, I just have to spend it,” “I have bought things even though I couldn’t afford them,” “I have bought myself something in order to make myself feel better,” and “I feel others would be horrified if they knew of my spending habits.”

After factor analysis of the general shopping characteristic variables, four factors evolved in this study. However, only three factors were usable. Table 5 presents the factors that evolved as a result of factor analysis. Enchanted Shopper consisted of the following statements: "I shop at my leisure," "Shopping is entertaining to me," "Shopping is a way I like to spend my leisure time," "Shopping is one of my favorite activities," and "I feel I have extra money to splurge a little on shopping." Compulsive Shopper consisted of five statement, including: "If I have any money left at the end of the pay period, I just have to spend it," "I have bought things even though I couldn't afford them," "I have bought myself something in order to make myself feel better," "I am on a tight budget," and "I feel others would be horrified if they knew of my spending habits." Time-conscious Shopper contained two variables, including: "I must hurry to complete my shopping on time," (reversed score) and "I feel pressured to complete my shopping on time," (reversed score). The fourth factor proved unusable due to low Cronbach's alpha.

Factor scores were computed for each usable factor. The scores for all statements pertaining to each factor were added and divided by the total number of statements.

Hypotheses Testing

Hypothesis 1 was to test whether Hispanic-Americans and Anglo-Americans differ in general shopping characteristics. As noted in Table 6, only factor 2, Compulsive Shopper, was significant at .1 level. The mean score for Hispanic-Americans was 3.94 and for Anglo-Americans was 3.58. Hispanic-Americans displayed higher levels of compulsive buying behavior than Anglo-Americans did. Thus, hypothesis 1 was partially supported.

Table 5
Factor analysis of General Shopping Characteristics

Factor Items	Alpha	Eigen Value	Variance	Factor Loading
<i>Enchanted Shopper</i>	0.78	3.89	18.98	
I shop at my leisure.				0.55
Shopping is entertaining to me.				0.78
Shopping is a way I like to spend my leisure time.				0.80
Shopping is one of my favorite activities.				0.74
I feel I have extra money to splurge a little on shopping.				0.55
<i>Compulsive Shopper</i>	0.72	2.59	17.56	
If I have any money left at the end of the pay period, I just have to spend it.				0.70
I have bought things even though I couldn't afford them.				0.78
I have bought myself something in order to make myself feel better.				0.56
I am on a tight budget. ¹				0.64
I feel others would be horrified if they knew of my spending habits.				0.66
<i>Time-Conscious Shopper</i>	0.68	1.32	12.57	
I must hurry to complete my shopping on time. ¹				0.79
I feel pressured to complete my shopping on time. ¹				0.82
<i>Factor 4</i>	0.29	1.14	10.49	
I do not feel I can afford to make any unplanned purchases. ¹				0.81
Shopping is a waste of time. ¹				0.44

¹reversed score

Hypothesis 2 tested whether the two ethnic groups differ in their responses to excitement. Hypothesis 2 was supported, with responses to excitement being significant at .1 level. Table 7 shows the mean scores for Hispanic-Americans and Anglo-Americans was 5.63 and 5.29, respectively. Hispanic-Americans were found to have more positive responses to excitement than Anglo-Americans did.

Table 6
General Shopping Characteristics by Ethnic Group

Variable	Hispanic- Americans	Anglo- Americans	F-statistic
<i>Enchanted Shopper</i> ¹	4.84	4.57	2.179
I shop at my leisure			
Shopping is entertaining to me			
Shopping is a way I like to spend my leisure time			
Shopping is one of my favorite activities			
I feel I have extra money to splurge a little on shopping			
<i>Compulsive Shopper</i> ¹	3.94	3.58	3.336 [†]
If I have any money left at the end of the pay period, I just have to spend it			
I have bought things even though I couldn't afford them			
I have bought myself something in order to make myself feel better.			
I am on a tight budget ²			
I feel others would be horrified if they knew of my spending habits.			
<i>Time-Conscious Shopper</i> ¹	3.25	2.90	2.284
I must hurry to complete my shopping on time ²			
I feel pressured to complete my shopping on time ²			

¹Scores are based on a 7-point rating scale (1 = strongly disagree, 7 = strongly agree)

²reversed score

[†]p < .1

Table 7
Responses to Excitement by Ethnic Group

Variable	Hispanic- Americans	Anglo- Americans	F-statistic
<i>Responses to Excitement</i> ¹	5.63	5.29	2.784 [†]
This mall is exciting			
I find this mall to be interesting			

¹Scores are based on a 7-point rating scale (1 = strongly disagree, 7 = strongly agree)

[†]p < .1

Testing hypothesis 3 demonstrated that there was a significant difference between Hispanic-Americans and Anglo-Americans in consumption patterns. Money spent was significant at .001 level. Table 8 shows mean scores for Hispanic-Americans and Anglo-Americans was 3.06 and 2.14, respectively. Impulse purchases was significant at .1 level. The mean score for Hispanic-Americans was 4.54, while the mean score for Anglo-Americans was 4.07. Hispanic-Americans spent more money and did more impulse purchasing than Anglo-Americans did. Therefore, hypothesis 3 was supported.

Hypothesis 4 proved that repatronage intention was significant at .01 level. The mean score for Hispanic-Americans was 5.74 and for Anglo-Americans was 4.96. Table 9 illustrates that hypothesis 4 was supported since it was determined that Hispanic-Americans were more likely to return to the mall than Anglo-Americans were. Hypothesis 4 was supported.

Hypothesis 5 determined whether ethnicity and general shopping characteristics predicted responses to excitement at the mall. Excitement was predicted by two factors: Enchanted Shopper (“I shop at my leisure”; “Shopping is entertaining to me”; “Shopping is a way I like to spend my leisure time”; “Shopping is one of my favorite activities”; and “I feel I have extra money to splurge a little on shopping”) and Leisure Shopper (“I must hurry to complete my shopping on time” and “I feel pressured to complete my shopping on time”). Consumers who enjoy shopping and who have time to go shopping, display more positive responses to excitement. Table 10 shows the R^2 was 0.175 ($F = 9.763$, $p < 0.001$). Ethnicity and the Compulsive Shopper factor were not significant.

Hypothesis 6 determined whether responses to excitement predicted the consumption patterns which consisted of money spent and impulse purchasing. Both

Table 8
Mall Consumption Patterns by Ethnic Group

Variable	Hispanic- Americans	Anglo- Americans	F-statistic
<i>Money Spent</i> ¹	3.06	2.14	14.209***
How much money did you spend at Grapevine Mills today? ²			
<i>Impulse Purchases</i> ²	4.54	4.07	3.565 [†]
I made unplanned purchases while shopping today			
It is fun to buy spontaneously at this mall			
As I was shopping, I bought things that I did not intend to purchase.			

¹1 = \$0 - \$25; 2 = \$26 - \$50; 3 = \$51 - \$100; 4 = \$101 - \$150; 5 = \$151 - \$200; 6 = \$201 - \$250; 7 = \$251 - \$300; 8 = \$301 - \$350; 9 = \$351 - \$400; 10 = More than \$400

²Scores are based on a 7-point rating scale (1 = strongly disagree, 7 = strongly agree)

[†]p < .1

***p < .001

Table 9
Repatronage Intention by Ethnic Group

Variable	Hispanic- Americans	Anglo- Americans	F-statistic
<i>Repatronage Intention</i> ¹	5.74	4.96	6.901**
Within the next 3 months, it is very likely that I will shop at this mall again			

¹Scores are based on a 7-point rating scale (1 = strongly disagree, 7 = strongly agree)

**p < .01

money spent ($F = 7.697$, $p < .01$) and impulse purchases ($F = 41.919$, $p < .001$) were affected by responses to excitement. Table 11 shows that consumers who displayed more positive responses to excitement spent more money and made more impulse purchases. Hypothesis 6 was supported.

Hypothesis 7 stated that the consumption patterns (money spent and impulse purchasing) would affect repatronage intention. However, only impulse purchasing was a predictor of repatronage intention ($F = 3.770$, $p < .01$). Table 12 indicates that the more

Table 10
Regression Analysis: Predictors of Responses to Excitement

Variables	Responses to Excitement
Ethnicity	0.082
Enchanted shopper	0.338***
Compulsive shopper	0.066
Leisure shopper	0.291***
Final statistics	
R	0.418
SS	58.582
df	4.000
MS	14.646
F	9.763***
R ²	0.175
Adjusted R ²	0.157

*** p < .001

Table 11
Regression Analysis: Predictors of Consumption Patterns

Variables	Money Spent	Impulse Purchases
Responses to excitement	.196**	.423***
Final statistics		
R	0.196	0.423
SS	22.801	100.625
df	1.000	1.000
MS	22.801	100.625
F	7.697**	41.919***
R ²	0.038	0.179
Adjusted R ²	0.033	0.175

*** p < .001

money spent and the more impulse purchases made, the more likely the shopper was to return to the mall. Thus, hypothesis 7 was partially supported.

Revised Model

Based on the hypothesis testing, the research model was revised. Figure 2 illustrates the revised research model. The model suggests that ethnic groups differ in

Table 12
Regression Analysis: Predictors of Repatronage Intention

Variables	Repatronage Intention
Money spent	0.001
Impulse purchases	0.195**
Final statistics	
R	0.195
SS	31.530
df	2.000
MS	15.765
F	3.770**
R ²	0.038
Adjusted R ²	0.028

** p < .01

their general shopping characteristics that consist of Enchanted Shopper, Compulsive Shopper, and Time-Conscious Shopper. The ethnic groups also differ in their responses to excitement at the mall, consumption patterns in terms of money spent and impulse purchases, and repatronage intention.

The model also depicts that ethnicity and general shopping characteristics predict responses to excitement, which in turn predict consumption patterns. Finally, consumption patterns predict repatronage intention.

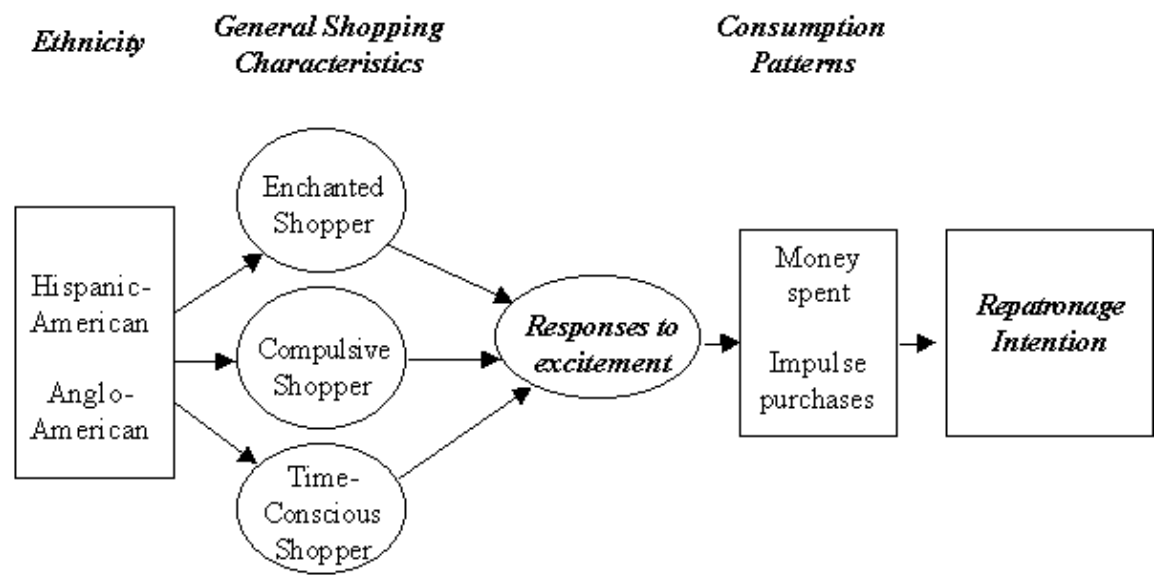


Figure 2
The Revised Research Model

CHAPTER 5

SUMMARY, CONCLUSIONS, IMPLICATIONS, AND RECOMMENDATIONS

Summary

The large number of similar shopping malls in the United States is making it crucial for retailers to offer consumers more than just a place to shop (Wakefield & Baker, 1998). The methods that mall retailers are exploring include implementing an entertainment aspect into the traditional shopping experience (McCloud, 2000). Movie theatres, skating rinks, and large-scale arcades are making their presence commonplace.

Understanding differences between Hispanic-American consumers and Anglo-American consumers is becoming increasingly important to retailers. Aspects such as population percentage, population growth, buying power, and geographic concentration are making it easy to see why the Hispanic segment is of interest to marketers. A better understanding of the Hispanic-American market will make it possible for retailers and marketers to more successfully reach this particular ethnic group.

General shopping characteristics from the literature consisted of time available, money available, shopping enjoyment, and compulsive buying. The instrument consisted of fifteen different general shopping characteristic variables derived from the literature. The consumption patterns consisted of money spent, impulse purchasing and repatronage

intention. Additionally, demographic characteristics included ethnicity, gender, age, number of children under 18 in household, education level, and income level.

A factor analysis was undertaken to reduce fifteen general shopping characteristics into a smaller number of dimensions. This provided meaningful factors that were used in further analyses. The resulting factors were Enchanted Shopper, Compulsive Shopper, and Time-Conscious Shopper. One additional factor was not used for the further analyses due to a low Cronbach's alpha.

ANOVAs were used to compare Hispanic-Americans and African-Americans in terms of general shopping characteristics, responses to excitement, consumption patterns, and repatronage intention. The results demonstrated that Hispanic-Americans were more compulsive shoppers, had more positive responses to excitement, spent more money and made more impulse purchases, and were more likely to return to the shopping mall than Anglo-Americans.

Regression analyses were used to determine the relationship among ethnicity, general shopping characteristics, responses to excitement, consumption patterns, and repatronage intention. Excitement at the mall was predicted by two factors: Enchanted Shopper and Time-Conscious Shopper. Consumption Patterns that were composed of money spent and impulse purchasing were predicted by impulse purchasing. Repatronage intention was predicted by impulse purchasing.

Conclusions

Hispanic-Americans are more compulsive shoppers and are more responsive to excitement in the mall than Anglo-Americans are. Also, Hispanic-Americans spent more money and made more impulse purchases than Anglo-Americans did. They also had a

stronger intention to return to the shopping mall than Anglo-Americans had. Two factors, Enchanted Shopper and Time-Conscious Shopper, were predictors of responses to excitement at the mall. Responses to excitement at the mall was a predictor of the consumption patterns and impulse purchasing was a predictor of repatronage intention.

Retailers should recognize that understanding the unique differences between the Hispanic consumers and Anglo consumers will make it easier for them to meet their individual wants and needs. An exciting mall environment affects the consumption pattern, which consists of money spent and impulse purchasing. Impulse purchasing then affects repatronage intention.

Implications

Through hypotheses testing, it was found that Hispanic-Americans significantly outspent Anglo-Americans. Mall managers should include stores in their tenant mix that are of interest to Hispanic-American shoppers. Since they outspent Anglo-Americans in mall shopping, it would be ideal to provide stores where retailers can attract more Hispanic-Americans. It was also determined that Hispanic-Americans were more compulsive and impulsive shoppers than Anglo-Americans. Retailers should consider developing strategies that will lead to higher-volume sales among Hispanic-American consumers. For example, specials such as 2-for-1 or buy-one-get-one-free would be attractive to Hispanic-American shoppers. Since they are already compulsive and impulsive in their buying, it will be easier to persuade them to take advantage of such deals. It was also found that this ethnic group is more responsive to mall excitement than the Anglo-American group is. Retailers should also provide events that will be of special interest to Hispanic-Americans. Perhaps cultural events of importance to Hispanic-

Americans would increase the level of excitement already experienced at the shopping mall. The study also determined that Hispanic-Americans have a higher propensity to return to the shopping mall. Retailers should take necessary steps to keep Hispanic-American consumers satisfied with their mall shopping experiences. The more Hispanic-American shoppers are pleased with their visit, the more likely they will return in the future.

Individuals who enjoy shopping and who are compulsive shoppers have a more positive response to mall excitement. It would be beneficial to retailers if they would provide a variety of events that will keep their returning shoppers entertained. These consumers may visit the mall on a regular basis. Mall atmosphere and events should be updated often to keep these frequent shoppers from becoming bored with the shopping mall.

Responses to excitement affect the consumption patterns, including money spent and impulse purchases. Bringing in special events would help provide a unique entertainment aspect to the traditional shopping experience. Providing entertainment to the shopping experience can increase sales through higher dollar purchases and higher volume purchases. Retailers should push more impulse purchases since it was found that impulse purchasing predicts repatronage intention. For example, point of purchase displays could carry more merchandise, thus encouraging more purchases. The shopper who engages in more impulse buying is more likely to return to the mall.

Recommendations for Future Research

One limitation of the study was the small sample size ($n = 199$). In addition to this, there was a small sample size of Hispanic-Americans ($n = 85$) when compared to the

Anglo-American sample size ($n = 114$). Hispanic respondents accounted for 42.7% of the sample, as opposed to 57.3% Anglo-Americans. A more evenly distributed sample would have been more useful in comparing the two ethnic groups.

In the future, other ethnic groups may be incorporated into the research study. African-Americans and Asian-Americans could be added. Furthermore, the Hispanic-American group could be divided into smaller ethnic groups such as Mexican, Puerto Ricans, Cubans, and Central-Americans.

Another limitation was that only two shopping malls were used when collecting data. Including a larger number of malls for data collection may have resulted in a better representation of the mall shopping population.

The scales used in the study were taken from past studies. In the future, it is recommended that the validity of the scales be measured beforehand in order to insure the validity of the measures. It is recommended that future studies take a more qualitative approach and incorporate focus groups and a pilot study into the research to increase the validity of the measures.

The R^2 of the regression analyses were low (0.038 - 0.175). It may mean that the independent variables may not be representative predictors. Therefore, further studies may conduct exploratory studies through focus groups or personal statements to identify better predictive variables.

APPENDIX

SAMPLE COVER LETTER

Dear Shopper:

You are invited to participate in a research activity conducted by the School of Merchandising and Hospitality Management at the University of North Texas. As a participant, your involvement in the project would be to answer several questions on how you feel about mall shopping. In addition, you will be asked to respond to several general information questions that describe you.

Your participation is optional. It will only take about 5-10 minutes. Completion of the survey is voluntary, responses are anonymous, and you may choose to discontinue participation at any time. The results of this research will help retailers to better target and serve consumers including yourself.

If you would like any further information about this study or if you have any questions, please contact us at 940-565-2436. Thank you for your interest and participation.

Youn-Kyung Kim, Ph.D.
Associate Professor
University of North Texas

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University of North Texas

This project has been reviewed and approved by the University of North Texas Institutional Review Board for the Protection of Human Subjects in Research 940-565-3940.

SURVEY INSTRUMENT

Section 1	Please <u>circle</u> the number which best indicates your agreement with each statement.
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About shopping in general	Strongly Disagree						Strongly Agree
1. I shop at my leisure	1	2	3	4	5	6	7
2. I do not feel I can afford to make any unplanned purchases	1	2	3	4	5	6	7
3. I must hurry to complete my shopping on time	1	2	3	4	5	6	7
4. Shopping is a waste of time	1	2	3	4	5	6	7
5. If I have any money left at the end of the pay period, I just have to spend it	1	2	3	4	5	6	7
6. I feel pressured to complete my shopping quickly	1	2	3	4	5	6	7
7. I have bought things even though I couldn't afford them	1	2	3	4	5	6	7
8. Shopping is entertaining to me	1	2	3	4	5	6	7
9. I have bought myself something in order to make myself feel better	1	2	3	4	5	6	7
10. I am on a tight budget	1	2	3	4	5	6	7
11. I feel others would be horrified if they knew of my spending habits	1	2	3	4	5	6	7
12. Shopping is a way I like to spend my leisure time	1	2	3	4	5	6	7
13. I usually have as much time as I need to complete my shopping	1	2	3	4	5	6	7
14. Shopping is one of my favorite activities	1	2	3	4	5	6	7
15. I feel that I have extra money to splurge a little on shopping	1	2	3	4	5	6	7

Section 2	Please <u>circle</u> or <u>check (✓)</u> the answer that best indicates your response.
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About shopping at Grapevine Mills	Strongly Disagree						Strongly Agree
16. This mall is exciting	1	2	3	4	5	6	7
17. I made unplanned purchases while shopping today	1	2	3	4	5	6	7
18. It is fun to buy spontaneously at this mall	1	2	3	4	5	6	7
19. I find this mall to be interesting	1	2	3	4	5	6	7
20. As I was shopping, I bought things that I did not intend to purchase.....	1	2	3	4	5	6	7

21. Within the next 3 months, it is very likely that I will shop at this mall again..... 1 2 3 4 5 6 7

22. How much money did you spend at Grapevine Mills TODAY?

_____ \$0-\$25 _____ \$51-\$100 _____ \$151-\$200 _____ \$251-\$300 _____ \$351-\$400
_____ \$26-\$50 _____ \$101-\$150 _____ \$201-\$250 _____ \$301-\$350 _____ More than \$400

23. How much time did you spend at Grapevine Mills TODAY?

_____ hour(s) _____ minutes

Section 3

The following are to describe the shoppers who answered this survey. Please check (✓) or write in your answer.

24. What is your sex? _____

25. What is your age? _____

26. Which of the following describes your racial/ethnic identification?

_____ African-American

_____ Hispanic

_____ Caucasian

_____ Asian or Pacific Islander

_____ Native American

_____ Other (please specify _____)

27. How many children 18 or younger live in your home? _____

28. What is your residential zip code? _____

29. What is the highest level of education you have completed?

_____ High school or less

_____ Associate degree

_____ Bachelor's degree

_____ Graduate degree

_____ Other (please specify _____)

30. What was your total household income last year (before taxes)?

_____ Less than \$20,000

_____ \$20,000 - \$39,999

_____ \$40,000 - \$59,999

_____ \$60,000 - \$79,999

_____ \$80,000 - \$99,999

_____ \$100,000 or more

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